

In order to make the best possible use of our promotional budgets, we will need to adhere to the ordering deadlines outlined in the promotional fact sheets.

We understand that our present allocation system is imperfect and often causes items to be set aside for the wrong territories. It is also difficult to analyze the effectiveness of promotions when time frames for use are inconsistent.

To better serve everyone in the future, the following guidelines will be in effect for the first trimester of 1993:

1. Promotions must be ordered by the deadlines shown on the promotional fact sheets. There is a summary sheet of these deadlines in the Program Logistics section.
2. After the ordering deadline, remaining unordered promotions will then be re-allocated based on brand strategies and market needs.

NOTE: Promotions ordered by the deadline for future delivery will not be impacted.

If you have any questions, please contact your Region Trade Marketing Department.

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